

Rep Order# 6834608 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Last Received: 07/19/2012 11:32 AM
Printed: 07/20/2012 9:29 AM

1 of 6

Station KSNV-TV LAS VEGAS, NV.

Advertiser () AMER. CROSSROADS

Product American Crossroads

Estimate# 828

Buyer Emily Milhoan

Phone#

Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1P2/E 11/27/22
Flight Dates 07/20/2012 - 07/30/2012
Hiatus Weeks

Rep Firm PHLADELPHIA
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Showing Buylines: All Lines

— CONTRACT COMMENT —
SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	SA	8P-12A	OLYMPICS PRIME		:30	\$6,000.00	07/28-07/28	3	1	3	\$18,000.00	
3	M	8P-12A	OLYMPICS PRIME		:30	\$6,000.00	07/30-07/30	2	1	2	\$12,000.00	
4	F	730P-12A	OPEN CEREMONY		:30	\$10,000.00	07/27-07/27	1	1	1	\$10,000.00	
5	SU	7P-9P	DATELINE NBC	7/15-7/22	:30	\$1,000.00	07/22-07/22	1	1	1	\$1,000.00	
6	SU	5P-630P	KSNV EARLY NEWS		:30	\$650.00	07/22-07/22	1	1	1	\$650.00	
8	SU	7P-12A	US OLYMPIC PRIME		:30	\$6,000.00	07/29-07/29	3	1	3	\$18,000.00	
9	SU	5A-6P	US OLYMPIC TRIALS	6/30	:30	\$1,700.00	07/29-07/29	5	1	5	\$8,500.00	
10	SA	5A-6P	US OLYMPIC TRIALS	6/30	:30	\$1,700.00	07/28-07/28	4	1	4	\$6,800.00	
11	F	7P-730P	WHEEL OF FORTUNE		:30	\$1,000.00	07/20-07/20	1	1	1	\$1,000.00	
12	M	7P-730P	WHEEL OF FORTUNE		:30	\$1,000.00	07/23-07/23	1	1	1	\$1,000.00	
13	F	5P-630P	EARLY NEWS		:30	\$1,000.00	07/20-07/20	1	1	1	\$1,000.00	
14	M	5P-630P	EARLY NEWS		:30	\$1,000.00	07/23-07/23	1	1	1	\$1,000.00	
15	W	5P-630P	EARLY NEWS		:30	\$1,000.00	07/25-07/25	1	1	1	\$1,000.00	
16	TH	5P-630P	EARLY NEWS		:30	\$1,000.00	07/26-07/26	1	1	1	\$1,000.00	

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Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.			Agency () CROSSROADS MEDIA			Rep Firm			
Advertiser	() AMER. CROSSROADS			66 CANAL CENTER PLAZA, SUITE 555			Sales Office () PHILADELPHIA			
Product	American Crossroads			ALEXANDRIA, VA 22314			Salesperson () AMY MCCREARY			
Estimate#	828			Agency C/P1/PZ/E 11/27/828			Salesperson Phone# 215-568-6540			
Buyer	Emily Milloan			Phone# Hiatus Weeks			Salesperson FAX# 215-568-1845			
Fax#	---			---			---			
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	
								Total Spots	Total Cost	
									Daypart	
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17	M		5P-630P	EARLY NEWS	:30	\$1,000.00	07/30-07/30	1	1	\$1,000.00
18	TH		10P-11P	ROCK CENTER W/BRIAN WILLIAMS (OR	:30	\$1,400.00	07/26-07/26	1	1	\$1,400.00
19	F		7A-9A	TODAY SHOW	:30	\$1,400.00	07/20-07/20	2	1	\$2,800.00
20	M		7A-9A	TODAY SHOW	:30	\$1,400.00	07/23-07/23	2	1	\$2,800.00
21	TU		7A-9A	TODAY SHOW	:30	\$1,400.00	07/24-07/24	2	1	\$2,800.00
22	W		7A-9A	TODAY SHOW	:30	\$1,400.00	07/25-07/25	2	1	\$2,800.00
23	TH		7A-9A	TODAY SHOW	:30	\$1,400.00	07/26-07/26	2	1	\$2,800.00
24	F		7A-9A	TODAY SHOW	:30	\$1,400.00	07/27-07/27	2	1	\$2,800.00
25	M		7A-9A	TODAY SHOW	:30	\$1,400.00	07/30-07/30	2	1	\$2,800.00
28	M		9A-4P	OLYMPICS DAYTIME	:30	\$1,200.00	07/30-07/30	4	1	\$4,800.00
32	M		430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/23-07/23	1	1	\$700.00
33	TU		430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/24-07/24	1	1	\$700.00
34	TH		430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/25-07/26	1	1	\$700.00
35	F		430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/27-07/27	1	1	\$700.00
36	M		430P-5P	NEWS 4 AT 430P	:30	\$700.00	07/30-07/30	1	1	\$700.00
37	F		6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/20-07/20	2	1	\$1,400.00

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Advertiser () AMER CROSSROADS
Product American Crossroads
Estimate# 828
Buyer Emily Milhoan
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P/I/P2/E 11/27/828
Flight Dates 07/20/2012 - 07/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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38	M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/23-07/23	2	1	2	\$1,400.00		
39	TU	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/24-07/24	2	1	2	\$1,400.00		
40	W	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/25-07/25	2	1	2	\$1,400.00		
41	TH	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/26-07/26	2	1	2	\$1,400.00		
42	F	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/27-07/27	2	1	2	\$1,400.00		
43	M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	07/30-07/30	2	1	2	\$1,400.00		
44	F	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/20-07/20	1	1	1	\$700.00		
45	M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/23-07/23	1	1	1	\$700.00		
46	TU	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/24-07/24	1	1	1	\$700.00		
47	W	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/25-07/25	1	1	1	\$700.00		
48	M	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	07/30-07/30	1	1	1	\$700.00		
49	F	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	07/20-07/20	1	1	1	\$1,100.00		
50	TU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	07/24-07/24	1	1	1	\$1,100.00		
51	F	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	07/27-07/27	1	1	1	\$1,100.00		
52	M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	07/30-07/30	1	1	1	\$1,100.00		
53	SA	7A-9A	SATURDAY TODAY AIRS 4-5A 7/7, NO P	:30	\$625.00	07/21-07/21	1	1	1	\$625.00		
54	SA	9A-930A	NEWS 3 TODAY/WKEND NO PROGRAM 7/28	:30	\$500.00	07/21-07/21	1	1	1	\$500.00		

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Advertiser	() .AMER. CROSSROADS	66 CANAL CENTER PLAZA, SUITE 555	
Product	American Crossroads	ALEXANDRIA, VA 22314	
Estimate#	828	Agency C/P/I/P2/E	11/27/828
Buyer	Emily Milhoan	Flight Dates	07/20/2012 - 07/30/2012
Phone#		Hiatus Weeks	
Fax#			
		Rep Firm	
		Sales Office	() PHILADELPHIA
		Salesperson	() AMY MCCREARY
		Salesperson Phone#	215-568-6540
		Salesperson FAX#	215-568-1845

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Weeks Spots

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ALEXANDRIA, VA 22314 Salesperson () AMY MCCREARY

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Product American Crossroads
Estimate# 828
Buyer Emily Milhoan
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Agency () C/P1/P2/E Flight Dates 1/12/7828
Flight Dates 07/20/2012 - 07/30/2012 Hiatus Weeks

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CREDIT RISK —
CASH IN ADVANCE